

Scoring Criteria 1: Qualifications/Expertise of Firms on Team

Min pts 0 : Max pts 20

- A. Include the following items:
- Provide a listing of all firms on your proposed team;
 - List the type(s) of expertise that each firm on your team can provide;
 - How long has each firm on your team provided these type(s) of expertise;
 - For each firm on your proposed team, provide the number of employees within the state of Washington (including the Greater Portland Metropolitan Area.) Also, provide the number of employees that each firm on your proposed team has nationwide; and
 - Provide organization chart of your proposed team and include the respective roles that each firm will provide for the team.
- B. Include the following items:
Has the prime consultant worked with proposed sub-consultants on similar projects in the last three (3) years? If yes, provide name of the project, each firm's role on the project and the dates the services were performed. Limit examples to one (1) project for each sub-consultant firm.
- C. Include the following items:
Provide table identifying current availability of key staff and resources for each firm on the proposed project team. The availability of staff must be identified as hours available per month for the length of the project, not in percentages of time available.
- D. Include the following items:
Provide a list of up to three (3) projects that each firm on your project team has completed within the last three (3) years. The project(s) must demonstrate the required expertise needed for this project. Include the work/services provided on the project(s) and the approximate amount received for each project.

Scoring Criteria 2: Qualifications of Proposed Project Manager(s)

Min pts 0 : Max pts 20

The number of proposed Project Managers is limited to a maximum of three (3.)

- A. Include the following items:
Provide up to three (3) examples for each proposed Project Manager that demonstrates his/her prior experience as a Project Manager on WSDOT or similar projects. Include the date(s) of each project; the name of the client/organization for each project; list the project manager's responsibilities and tasks on each project.
- B. Include the following items:
Demonstrate each Project Manager(s) familiarity with relevant state and federal regulations and/or procedures.

C. Include the following items:

Provide up to three (3) examples of each proposed Project Manager's ability to manage all of the following within a project:

- Project schedule;
- Scope of work/scope creep;
- Budget issues; and
- Changes that arise throughout the life of the project.

D. Include the following items:

Provide listing of professional licenses/accreditations for each proposed Project Manager; include the year that each license/accreditation was received. Please include the licenses that were obtained in the State of Washington only.

Scoring Criteria 3: Key Team Members Qualifications (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 20

A. Include the following items:

- List each key team member's role/responsibilities on your proposed team;
- For each proposed key team member, provide up to three (3) examples of prior relevant projects. Include the name of project(s); dates of the project(s); and roles/responsibilities for each team member on those project(s); and
- For each key team member on your proposed team, demonstrate his/her understanding of WSDOT and/or public agency regulations/procedures.

Scoring Criteria 4: Firm's Project Management System (Prime Consultant Only)

Min pts 0: Max pts 20

A. Include the following items:

- Describe your firm's Quality Assurance/Quality Control processes;
- Describe your firm's tracking system(s) to monitor the project's budget and/or scope;
- Describe your firm's process for interacting with your internal project team; and
- Describe your firm's ability to provide interaction with your client and/or stakeholders.

Scoring Criteria 5: Work Samples (Prime Consultant and Sub-Consultants)

Min pts 0: Max pts 20

- ~~A. Provide work descriptions of three (3) projects accompanied by up to five (5) work samples for each project (a maximum of 15 work samples total) completed by the proposing team in the last two years. When viewed as a group, these work descriptions and samples should indicate the ability of the consultant to provide consumer market research and analysis; advertising creative development; cooperative promotions support;~~

Criteria Definitions for On- Call Rail Public Involvement Services

~~and media purchase. The work descriptions and samples should also indicate the consultant's ability to deliver a variety of advertising products, such as television and radio spots; outdoor, transit, and newspaper advertisements; point of purchase and display; and Internet and direct mail. Work completed by the consultant and sub-consultants should be represented in the three (3) work descriptions and accompanying samples. Only three (3) descriptions and a maximum of fifteen (15) samples will be considered. Each description must specify:~~

- ~~• Project start and end dates, including a summary of the consultant's ability to respond to critical schedules and deadlines;~~
- ~~• Project costs with detail about the cost of creative development, planning, production and product distribution;~~
- ~~• Results achieved by the product or service;~~
- ~~• Demonstrated creativity and effectiveness of project results; and~~
- ~~• Training, experience and accomplishments of key personnel responsible for the three (3) sample projects described.~~

A. Case studies and work samples should be provided that demonstrate the ability to deliver the following services. A single case study or work sample can demonstrate more than one of the listed services. Work samples may be included but must be of a reasonable size and format. Reviewers will not be able to share work samples. Each copy of the submittal must be accompanied by copies of all work samples. Please provide (1) sample of each of the following:

- Public Involvement: Consultants must demonstrate their ability to reach out to the public as well as to targeted publics. A multi-ethnic, multi-cultural perspective is assumed. An understanding of relevant public involvement law, policies, principles, and practices is required. Case studies should clearly indicate the consultant's role in the project and whether or not the team achieved project goals;
- Strategic Planning for Communications: Consultants must provide expertise in strategic planning, development, and evaluation of effective and targeted public involvement and education campaigns, the use of media, issues analysis, and management strategies;
- Market Research, Community Input, and Analysis: Consultants must provide the ability to produce, analyze, and use qualitative and quantitative market research and community input. Consultants must provide the ability to gather, analyze, and present the interests and concerns of communities, special interest groups, and the public. Consultants should demonstrate, how community input has shaped past projects;
- Product Development, Productions, and Distribution: Consultants must provide expertise in development of compelling messages, text, and images that effectively reach varied target audiences. Expertise in writing, editing, media relations, and document development is required. Consultants must provide expertise in producing and/or distributing communications products, including print, video, direct mail, e-mail, public meetings and hearings, and displays. Consultants should demonstrate their ability to respond to critical schedules and deadlines; and

- Website Support: Consultants must provide comprehensive website support. Consultants must demonstrate their ability to develop and maintain websites, including rapid content mark-up and posting, development of new web content, and usability testing.

Scoring Criteria 6: References/Past Performances (Prime Consultant Only)

Min pts 0 : Max pts 20

A. Include the following items:

Provide a minimum of three (3) with a maximum of five (5) performance evaluations for either WSDOT projects, Non-WSDOT projects, or a combination of both that are either currently active projects or that has a project completion date within the last three (3) years.

If your firm currently has performance evaluations on file with WSDOT, and you wish to utilize those evaluations, please state in your submittal that you wish to use the performance evaluations that WSDOT has on file for your firm and either refer to each WSDOT Y-agreement number or list each Performance Evaluation by Client.

Performance Evaluations on WSDOT projects:

If you wish to have a Performance Evaluation completed on a WSDOT project, please contact the WSDOT project manager and have them complete WSDOT's internal Filemaker Pro form 272-019 "Performance Evaluations – Consultant Services." The completed form must be received no later than the submittal due date.

Performance Evaluations for Non-WSDOT projects:

If your firm does not have performance evaluations on file with WSDOT, it is necessary to have an evaluation of past performance completed by a client. A copy of the performance evaluation form completed by clients must be returned to the Consultant Services Office by fax from the client, no later than the submittal due date. A copy must also be submitted by your firm, enclosed in Packet B. You are required to use the WSDOT provided form and have it completed by your client. We will not accept your client version of a performance evaluation form. The WSDOT version of the evaluation form may be obtained by clicking on the link "Performance Evaluation Completed by Reference" which can be found on the main web page for this advertisement.

Scoring Criteria 7: Cost Factors (Prime Consultant Only)

Min pts 0 : Max pts 20

Include the following items (If your firm has an established overhead rate use item "A: otherwise use item "B":

A. Overhead Rate and Direct Labor Costs:

- Overhead rates: Please state your firm's overhead rate. Please include supporting audited/unaudited overhead schedule for the most current fiscal year. Please include the beginning and ending dates of your firm's fiscal year.



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Services***

- Direct (raw) labor costs: Listing of all proposed key personnel with corresponding labor classifications, clearly identifying the proposed project manager, and the associated direct (raw) labor costs for each labor classification.
- B. Statement of Billing Rates: If your firm does not have an overhead rate, include the following:
- Descriptive statement that the rates listed are the lowest/best rates given to any client;
 - The beginning and ending dates that the quoted hourly rates are valid;
 - Listing of all proposed key personnel with corresponding labor classifications, clearly identifying the proposed project manager; and
 - The hourly billing rates for each labor classification.